

BEAUTIFUL MIND Web Development

The web development and design of your site will have an effect on how web crawlers and robot spiders locate and tag for the search engines and how easy it is for users to navigate through. In the case of search engines becoming protracted and sluggish on your FrontPage your site will lose its chance at being competitive.

Your website needs to establish what your internet marketing strategy will be. There are two basic kinds of users on the web, firstly those interested in researching a theme or subject matter and secondly consumers. Your website should be developed and constructed to persuade and gratify these types of seekers and explores you are looking to attract. Determine before you begin if you are going to be selling something, providing information or entertainment. Knowing your niche is critical to the success of your blueprint and design project.

Knowing who your audience will be and who you want to target will have a different effect on the needs of your target. Your target audience will determine your site focus.

Creating a web persona is indicative in figuring out who your audience is. Once you have determined what your site is going to be about and who it's going to target, you need to analyze your competition. How are they accomplishing their goals, can you improve on what they are doing, and can you offer something more? What niche will you have upon them? What is going to set you apart from them, and more importantly, put you above them?

The first step to take when identifying your competition is to determine what keywords are being targeted for your industry. Beautiful Mind has developed a whole methodology and set of tools for analyzing your competition and choosing the ideal and seamless SEO integrated keywords, images and flash enabled optimization.

In a nutshell…The Beautiful Mind Company is your Intelligent, Imaginative, Innovative and Interactive Creative Branded Awareness Company of the New Media.